

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
310827-1	09/23/12	September 2012	08/27/12 - 09/18/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Billing Address:

**Strategic Media Services**  
**Attention: Accounts Payable**  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Advertiser	Product	Estimate Number
West / Republican / Congre	Allen West for Congress	Order # 67

Flight Dates	Order #	Alt Order #
09/13/12 - 09/18/12	310827	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code
12521		

Agency Ref	Advertiser Ref
2	

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/13/12	09/18/12	M-F 6-7a	6-7a	11-11--	:30	4	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12 09/19/12 11-11-- 4 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 09/13/12 6:27 AM M-F 6-7a 6-7a :30 AWT091001H \$725.00 NM 2 WPTV F 09/14/12 6:43 AM M-F 6-7a 6-7a :30 AWT091001H \$725.00 NM 3 WPTV M 09/17/12 6:21 AM M-F 6-7a 6-7a :30 AWT091001H \$725.00 NM 4 WPTV Tu 09/18/12 6:21 AM M-F 6-7a 6-7a :30 AWT091001H \$725.00 NM									
2	09/13/12	09/18/12	Sa 6-7a	6-7a	-----S-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12 09/19/12 -----S- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 09/15/12 6:11 AM Sa 6-7a 6-7a :30 AWT091001H \$250.00 NM									
3	09/13/12	09/18/12	Sa 10-1030a	10-1030a	-----S-	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12 09/19/12 -----S- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 09/15/12 10:28 AM Sa 10-1030a 10-1030a :30 AWT091001H \$400.00 NM									
4	09/13/12	09/18/12	M-F 10-11a	10-11a	11-11--	:30	4	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12 09/19/12 11-11-- 4 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 09/13/12 10:59 AM M-F 10-11a 10-11a :30 AWT091001H \$325.00 NM 2 WPTV F 09/14/12 10:58 AM M-F 10-11a 10-11a :30 AWT091001H \$325.00 NM 3 WPTV M 09/17/12 10:51 AM M-F 10-11a 10-11a :30 AWT091001H \$325.00 NM 4 WPTV Tu 09/18/12 10:46 AM M-F 10-11a 10-11a :30 AWT091001H \$325.00 NM									

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**Atlanta, GA 30368-6871**

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310827-1	09/23/12	September 2012	08/27/12 - 09/18/12

Advertiser	Product	Estimate Number
West / Republican / Congre	Allen West for Congress	Order # 67

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	09/13/12	09/18/12	M-F 11-12n	11a-12p	---11--	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12   09/19/12   ---11--                   2               \$250.00									
Spots: # Ch    Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Th   09/13/12   11:21 AM M-F 11-12n       11a-12p               :30   AWT091001H       \$250.00   NM 2 WPTV F    09/14/12   11:32 AM M-F 11-12n       11a-12p               :30   AWT091001H       \$250.00   NM									
6	09/13/12	09/18/12	M-F 7-730p	7-730p	-1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12   09/19/12   -1-----                   1               \$950.00									
Spots: # Ch    Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Tu   09/18/12   7:12 PM M-F 7-730p       7-730p               :30   AWT091001H       \$950.00   NM									
7	09/13/12	09/18/12	M-F 730-8p	730-8p	1---1--	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12   09/19/12   1---1--                   2               \$950.00									
Spots: # Ch    Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV F    09/14/12   7:46 PM M-F 730-8p       730-8p               :30   AWT091001H       \$950.00   NM 2 WPTV M    09/17/12   7:47 PM M-F 730-8p       730-8p               :30   AWT091001H       \$950.00   NM									
8	09/13/12	09/18/12	Sa 7-8P	7-8p	-----S-	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12   09/19/12   -----S-                   1               \$175.00									
Spots: # Ch    Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Sa   09/15/12   7:36 PM Sa 7-8P       7-8p               :30   AWT091001H       \$175.00   NM									
9	09/13/12	09/18/12	3-4pm Jeff Probst	3-4p	1---1--	:30	2	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/13/12   09/19/12   1---1--                   2               \$200.00									
Spots: # Ch    Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV F    09/14/12   3:49 PM 3-4pm Jeff Probst       3-4p               :30   AWT091001H       \$200.00   NM 2 WPTV M    09/17/12   3:48 PM 3-4pm Jeff Probst       3-4p               :30   AWT091001H       \$200.00   NM									

Total Spots                      **18**                      Gross Total                      **\$8,775.00**

## Payment Terms 30 Days

Agency Commission                      **\$1,316.25**  
Net Amount Due                              **\$7,458.75**